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WAR FOOD ADMINISTRATION
Office of Distribution
Washington 25, D. C.

February 1944

To The Editors of Teachers' and Children's Publications:

Through April, May, and June, schools of the Nation are asked by the War Food Administration to emphasize the conservation and production of food.

Summer months are heavy food wastage months. At a time when food is of great national and international importance every reminder to save food is significant.

Among the food conservation publications which will be available for general distribution is one directed to elementary school teachers. Pointing up specific studies and activities for children, the food conservation program for the schools will be adjustable to any curriculum.

The active cooperation of all editors of publications for children and teachers is solicited in making this food saving campaign in the schools an overwhelming success. The object is to impress the need for saving food upon the children and through them, their families and communities.

Attached are some "filler materials" which may be useful. If you do not have in your files, from previous mailings, a general round-up of the facts on food waste, and if you need photographs of children "cleaning their plates" please write to the Marketing Reports Division, Office of Distribution, War Food Administration, Washington 25, D. C. They will be sent to you promptly.

If you use any of the enclosed material, we would appreciate receiving copies of your publication.

In June FOOD CONSERVATION will be in the Nation-wide spotlight as top Government food program for all radio, newspaper, advertising, and periodical outlets. You'll hear from us again about specific materials for June.

CLEAN PLATE

CLUB NEWS

Thousands of CLEAN PLATE CLUBS have been organized all over the United States, and thousands more will be formed in the next few months in a Nation-wide drive to awaken everyone to the realization that each is personally responsible for reducing food waste to a minimum. Not everybody can produce food, but every man, woman, and child can help to save food.

Joining a CLEAN PLATE CLUB consists of signing a pledge to eat everything on one's plate; or in broader terms, one agrees not to waste any food. No dues are asked - only a clean plate at every meal.

In most towns and cities the local Nutrition Committees or Civilian Defense Councils have organized the CLEAN PLATE CLUB drives. Any civic group that has the cooperation of local leaders can start the ball rolling in a community drive.

Newspapers frequently sponsor the CLEAN PLATE CLUBS, printing the pledges and overseeing their distribution by Boy and Girl Scouts or schools or men's and women's organizations. Commercial groups have offered prizes for the most members signed up in schools. Poster, jingle, and essay contests have popularized the CLEAN PLATE CLUBS in some towns. Drama and speech classes have given playlets and talks at club meetings and movies, on the radio and community programs. Buttons, badges, banners, movie streamers, letter stuffers, restaurant table flyers and menu tabs, milk bottle collars, window, refrigerator, and garbage can stickers, and many other publicity aids, made by schools or furnished by business firms, have been used in various cities.

(ATTENTION, EDITORS! Will you please request your readers to write you of their successful school or community experiences in promoting CLEAN PLATE CLUBS and the fight against wasting food? If you in turn will share the best replies with us, we, too, will attempt to give them wide publicity. Success in one school may stimulate action in many schools.

Cleaning one's plate is not news, even in this country. One of the oldest CLEAN PLATE CLUBS has been active for 20 years in a school for deaf children, Reinhardt School at Kensington, Md.

One of the first to start a CLEAN PLATE CLUB after Pearl Harbor was the Chinnock family in Glencoe, Ill. John and Margot Chinnock had such fun and took so much pride in their cleaned plates that their friends wanted to join. So their mother and daddy provided pledges and pins for all the children who asked to be members. Their club grew so large that the Chinnocks spend most of their time now corresponding with CLEAN PLATE CLUBERS.

This is the pledge they took:

"I _____ being a member in good standing of the CLEAN PLATE CLUB, hereby agree that I will finish all the food on my plate and drink all my milk unless excused, and will continue to do this until Uncle Sam has licked the Japs and Hitler.

"I make this pledge knowing that there are thousands of children in the world today who do not have enough to eat."

A clean plate HERE means a full plate

THERE!

For a jingle contest at Independence, Mo., Mary Kathryn Alton wrote:

"Don't feed Japan

That, you must not do!

Clean up your plate while you can

Or you will feed Japan!

CLEAN PLATE CLUB ACTIVITIES
IN
SCHOOLS

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TEXAS

One particularly significant CLEAN PLATE campaign was undertaken in a Texas school lunchroom several months ago, in which the various grades entered a contest to see which grade could conserve the most food. All the food wasted by individual class rooms was weighed daily and the pounds posted on a large chart. If 5 1/4 pounds were wasted, a soldier was tacked up for everyone to see, indicating that enough food was wasted to feed him for 1 day.

WEST VIRGINIA

A teacher and her students in Charleston decorated a grocery store window. They learned about food conservation through building the displays, and the townspeople learned about the CLEAN PLATE CLUB from the display.

INDIANA

Gary schools are placing extra emphasis on the year-round school nutrition program and formation of CLEAN PLATE CLUBS in the school lunchrooms, in an effort to reduce food waste.

Pupils in child development classes are being called upon to assist younger students in forming proper food habits and learning to like a variety of foods.

Home Economics classes are learning to prepare balanced menus and manage food budgets, working toward elimination of waste.

Posters, auditorium programs, and talks on food conservation accompanied the CLEAN PLATE CLUB drive.

MICHIGAN

In Pontiac, Mich., the Independent Food Dealers sponsored a contest among the 18 elementary schools. A prize was offered to every class room that signed up 100 percent for the CLEAN PLATE CLUB. As a result, 169 out of 235 class rooms attained 100-percent membership.

The High School Dramatic class of Pontiac wrote several radio scripts and presented them over the air from their local station during the Pontiac CLEAN PLATE CLUB drive.

CLEAN PLATE CLUB
ACTIVITIES IN SCHOOLS

OHIO

In Lima the CLEAN PLATE CLUB drive was directed mainly through the elementary schools. Teams of children were charged with the responsibility of getting CLEAN PLATE CLUB pledge signatures and carrying information regarding food waste to their mothers. At the end of the week's campaign, a picture of the winning team was published together with a summary story on food waste and the accomplishments of the CLEAN PLATE CLUB campaign in Lima.

MISSOURI

The Chamber of Commerce in Independence offered prizes for the best essays, jingles, and posters on how to make food fight for freedom, two awards to be given in each grade throughout elementary and high schools. The local newspaper printed the winning essays and jingles. Posters were displayed in store windows.

NEW YORK

The senior Girls Usher Club of Southside High School, Elmira, N. Y., chose for their project this year (1943-44) a campaign to fight food waste. The organization of CLEAN PLATE CLUBS served to introduce the subject to the students. Their immediate aim was to reduce the amount of food wasted at lunch time. Talks, posters, newspaper articles, and inspectors of trays in the lunchrooms are contributing to the success of the campaign.

WYOMING

Schools are cooperating by showing movies on food conservation, presenting skits by the home economics classes, special programs by the Parent-Teacher Associations and conducting food waste surveys in the school lunchrooms.

MINNESOTA

The CLEAN PLATE CLUB drive which started in Minneapolis spread into 450 communities in less than 1 month, schools and newspaper sponsoring the campaigns. The Red Cross, Parent-Teacher Associations, and clubs of all kinds cooperated to push the drive to successful completion. Success meant the signing of the pledge by everyone. The follow-up activities fell to schools, nutrition clubs, and women's organizations.

FOOD SAVING ACTIVITIES ACROSS COUNTRY

In Charleston, S. C., a group of food conscious citizens collected from the city garbage dump several basketfuls of good food which they displayed on a banquet table in front of a large assemblage of people gathered there to plan the CLEAN PLATE CLUB campaign. The sight was so shocking that everyone was convinced of the need to fight food waste.

In a Midwest town a group of 81 people met in a hotel for a-dollar-a-plate dinner, consisting of meat loaf, mashed potatoes and gravy, peas, fruit salad, rolls, and pie. After the guests had left and the waitresses were clearing the table an interested observer asked if he might weigh the food that was left on the plates. The food, completely edible, weighed 17 pounds! And the manager said it was about the average amount of waste. Seventeen pounds of food would look mighty good to 17 hungry Greek children! That incident started a city-wide campaign to reduce food waste.

During the CLEAN PLATE CLUB drive in Kansas City, Mo., in August 1943, Eddie Cone, 10 years old, volunteered to help distribute explanatory material. He returned in half an hour with every blank signed by the residents of the apartment hotel where he lived. "If anybody asked me what it all meant," he recounted, "I'd just say it added up to beating Hitler and she'd sign."

A Kansas City homemaker shook her head reflectively when she read about cleaning up the plate. She reached for the pen to sign her name and observed that when her husband read the pamphlet he'd probably think it meant that "he could use his bread for a mop... And it's taken me 10 years to break him of that habit," she sighed.

Direct evidence that the CLEAN PLATE CLUB has made its presence felt in Mishawaka, Ind., came to light in a report from the director of city garbage collections. Amazing as it may seem there is a city garbage shortage! He said, "You know it took me a week to figure why my trucks were making almost twice the distance they usually did on their routes before they had a load of garbage, and then one night I was reading the paper and learned about the CLEAN PLATE Drive. Yes, sir, the CLEAN PLATE CLUB turned the trick. The people of Mishawaka just do not waste food like they did."

The Parent-Teacher Association in Shreveport, La., conducted a jingle-writing contest for participants in the CLEAN PLATE CLUB campaign. Here is one winner:

"If a part in Victory you would play
Then clean your plate three times a day.
Eat it all, don't leave a scrap,
Help wipe the Axis off the map!"

FOOD SAVING ACTIVITIES ACROSS COUNTRY

During the CLEAN PLATE CLUB drive in Charlotte, N. C., the Girl Scouts reported the distribution of 4,659 pledges signed in homes, representing 18,056 citizens, and 413 pledges signed by individuals in offices. Boy Scouts reported in the collection of 4,330 pledges.

Mr. Der Yuen, manager of a restaurant in Charlotte, says, "We've long realized in China the importance of food, and the sin of wasting it. And for a long time now I've been conscious of the tremendous amounts of food sent back to the kitchen by those who had ordered so much and eaten so little."

The 4-H Girls circulated stickers---"Wait! Don't throw away good food!" --- as a daily reminder on the garbage can. They also distributed fliers which were to be attached to the menus, reminding diners to "Order what you want, but eat all you order."

The Morris Field Base, an army camp at Charlotte, during a CLEAN PLATE CLUB campaign there, set up a system whereby food discarded after meals has been reduced approximately 75 percent within a few months. If less food is thrown away, then less food must be prepared and less food issued. A system was inaugurated whereby a mess inspection takes place three times a day checking the amount and kinds of food thrown away.

"Don't call up the bake shop and order things unless you know you are going to pick them up," begged a baker in South Bend, Ind. In 1 day 30 odd orders were made up for people who failed to call for the goods. The newspaper publicity showed immediate results. People need reminders to save food - frequent reminders.

Lansing, Mich., residents are throwing away 16 pounds of food per family every week, according to statistics from the garbage department. "Most of this wastage is edible green stuff," said the superintendent. "There is much more conservation of food now since the CLEAN PLATE CLUB got under way."

When Mrs. N. Kriek of Lansing joined the CLEAN PLATE CLUB she said she had always been a member. "Cleaning our plates in our family has always been a matter of habit," she said, "and we consider it bad manners to leave anything on our plates. I suppose this habit dates back to my youth in the Netherlands where we, as children, were punished if we did not clean our plates whether we liked what was on them or not."

A cafeteria manager in a Texas school made this comment a year after Home Economics girls from the high school had talked to the grade children on food conservation: "Children in the lunchroom now eat foods they didn't like last year. I hardly ever have anything to throw away. Several mothers have asked for recipes we use that children liked here at school."

FLASHES AND FILLERS

BE A PIONEER

Once upon a time - not so long ago - tomatoes were called "love apples," and used only for decoration. People thought they were poison. When science discovers that something is "Good to eat," let's be game and try it. To like and eat a wide variety of foods is first-class health insurance and an excellent way to help win this war.

In England wasting food is punishable by law.

You keep up with the latest in fashions. Do you keep pace with the newest in food styles? Buy less, eat it all.

The Fort Wayne, Ind., CLEAN PLATE CLUBS have been singing these words to the tune of "Pistol Packing Mama":

"Lick that platter clean, Babe,
Lick that platter clean,
Platter packing mama
Lick that platter clean!"

Food saving is a peacetime goal; a wartime necessity.

FIGURE THIS ONE BEFORE LUNCH

If you buy every day a 12-cent loaf of bread, cut in 12 slices, and throw away the end slices, how much money do you throw away every month?

The average American wastes 100 pounds of edible food every year, enough food to feed another person for 1 month.

People are starving for want of the food we waste.

"How much food was sliced off of each American's plate during the first 4 months of 1945 because we sent food to our fighting allies?" asked The Director of Food Distribution. Here's the answer:

Pork.....	2/10	of a lb. a week
Beef.....	1/100	" " " " "
Butter.....	2/1000	" " " " "
Cheese.....	1/100	" " " " "
Canned vegetables	8/1000	" " " " "

Secretary of Agriculture Wickard has said, "The time to conserve food is while we still have something to conserve."

"Weather, labor, transportation, and machinery will continue to limit our food production capacity. But the demands on our food supply continue to rise" - Director of Food Distribution.

Food you save will save someone's life.

Join in the most unexclusive club in the world -- the CLEAN PLATE CLUB.

BREAD

One hundred eighteen billion-five hundred million calories - that is the yearly national loss with a waste of one slice of bread per week in each of America's 34 million families. According to foreign relief diets recommended by nutritionists, this is enough bread to furnish the maximum safe amount of cereal foods, including baked goods, for 300,000 people -- the population of Athens, Greece.

Join a CLEAN PLATE CLUB. Meet 3 times a day. Dues: a clean plate at every meal.

If it's worth buying, it's worth saving and using.

FLASHES AND FILLERS

PLEDGE NOW

To eat everything you are served.
Here's a little patriotism quiz for
you young people who are planning to
serve your country some day. Serve it
NOW. What do you waste --:

Partially eaten fruit?
Salads?
Potato jackets?
Food on your plate?
Milk in your glass?
Meat around the bones?
Milk in your cereal dish?
Bread crusts?

Here's a goal for every American
family: Save-food enough for an orphan
child in a land devastated by famine and
war.

FOOD CONSERVATION GOAL FOR 1944

TO PREVENT WASTE OF EVERY OUNCE OF FOOD OUR
FARMS AND ON TRANSIT IN STORES AND HOMES
IN

Conserving and sharing our food
supply with war-torn Europe are ways to
help make lasting peace.

If food is a weapon, food waste must
be treason..

Give 4 zeros to the housewife who:
Over buys
Over cooks
Over serves
Over eats

The words "I don't like" have wasted
more food than any other words in the
English language.

In several large restaurants, that
are actively cooperating in the campaign
for food conservation, employees have
been told that they may have all they
want to eat but they must pay for all
they leave on their plates.

Then it's "dinner for six," why buy
for seven? Let's stop this 15 percent
food waste!

"The food she eats just 'goes to
waist.' "What's your waste measure?"
"Keep fit. Reduce your waste measure."

Keep your foodstuff clean and nice,
Free from rodents, ants, and mice.

The garbage can is a symbol of shame
in a hungry world.

"If we could avoid or prevent waste
in connection with the 75 percent for
civilians, we would find that it would
give us a bigger supply of food than we
have ever before had in our history. To
cut waste to rock bottom is a contribu-
tion anyone can make to winning the war
without leaving home. Not to do it is
failing to cooperate with the millions
who must leave home to fight." - Director
of Food Distribution.

A sign in a grocery window:

It took a FARMER
A MILLER, a BAKER,
And a GROCER
To bring this bread to you.
DON'T WASTE IT.
